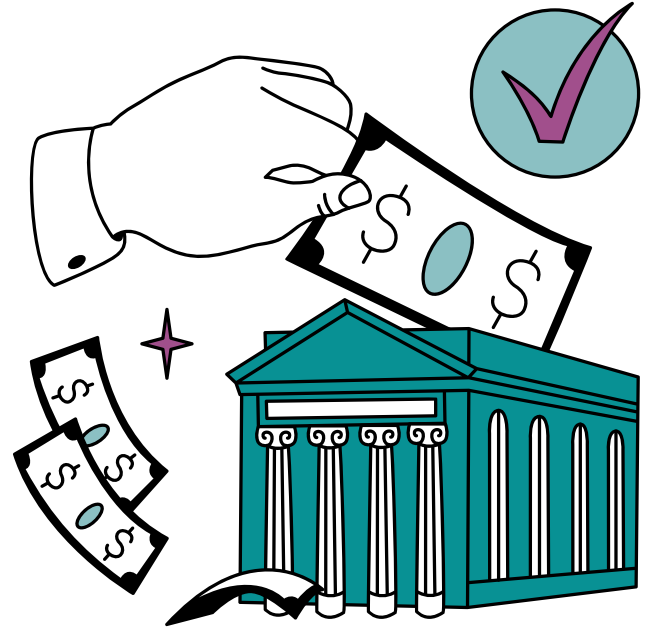


CNote

WHY DEPOSITS ARE CRUCIAL RIGHT NOW

Depository institutions like banks and credit unions are in need of deposits, which support under-resourced communities in the ability to obtain affordable loans.



What are deposits used for?



DEBT CONSOLIDATION



SMALL BUSINESS SUPPORT



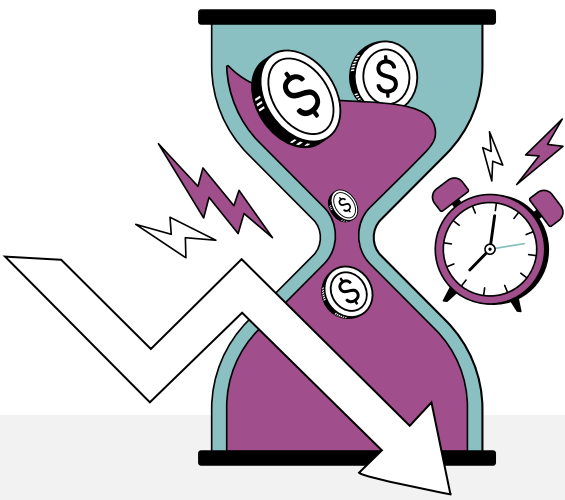
SCHOOL PAYMENTS



EMERGENCY EXPENSES



HOUSING PAYMENTS



\$3.3T

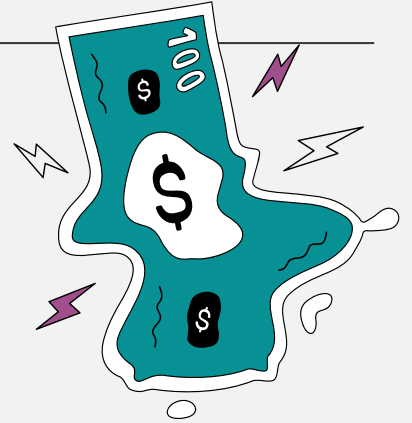
the drop in deposits level expected by end of 2024

Why is this occurring?

- Depositors are seeking higher-yield alternatives for non-operating cash.
- The Fed continues to shrink its balance sheet by reducing the amount of money circulating in the economy.

Why is this important?

- A decline in deposits directly affects community finance institutions and their ability to lend to individuals and communities.
- Liquidity challenges occur when depository institutions experience elevated loan growth at the same time as deposit decline.



70%

of credit unions named growing retail deposits as a high priority in 2023

(nearly four times the 18% that said so in 2022)



Putting deposits into these financial institutions doesn't have to be difficult. Get started by visiting [mycnote.com/institutions](https://www.mycnote.com/institutions)